

The Genuine. The Original.



Brand Standards | 2025

CONTENTS

A photograph of a modern, two-story house. The house features a large, light-colored garage door on the ground floor and a balcony with a wooden railing on the upper floor. The exterior walls are a mix of light gray and white, with a prominent wooden slat balcony. The sky is clear and blue.

02 INTRODUCTION

BRAND ESSENTIALS

- 05 Story
- 06 Values
- 07 Target Audience
- 08 Voice & Tone

BRAND EQUITY

- 10 Use of Overhead Door™ Brand
- 11 Overhead Door™ Distributor Locations
- 12 Overhead Door™ Ribbon Logo
& Minimum Sizing
- 14 Secondary Logos
- 15 Improper Usage

STYLE GUIDE

- 17 Core Colors
- 19 Core Typography
- 20 Commercial Colors
- 21 Commercial Typography
- 22 Commercial Showcase
- 25 Residential Colors
- 26 Residential Typography
- 28 Residential Showcase
- 31 Imagery
- 34 Illustration & Design Styles



Welcome to the Overhead Door™ Brand Guidelines. If you are reading this document, you have been entrusted with the responsibility to represent the brand and bring communications to life. This guide will give you all the information you need to correctly create on behalf of the brand in both copy and art.

Brand identity is more than just a logo—it's the visual embodiment of the products, people and values that define Overhead Door™. Every image, color, and word of copy representing our brand is an opportunity to build recognition and convey who we are to our customers. These elements set us apart from competitors and communicate trust, quality, and expertise to our audiences.

Consistency in our brand strengthens our impact and reinforces Overhead Door™ as a trusted industry leader.

INTRODUCTION

01

BRAND
ESSENTIALS



Brand Story

THE GENUINE. THE ORIGINAL.

Since 1921, Overhead Door™ Brand has not only raised the standards of excellence for the garage door industry – we created them. We pioneered the first sectional garage door and the first electric garage door opener, setting the bar for innovation and quality. Today, with a network of over 400 trusted Distributors, we continue to lead the way with cutting-edge solutions and unmatched service. When you choose Overhead Door™ Brand, you're choosing over 100 years of expertise, legacy, and trust.

Every time you create something on behalf of the brand, remember this legacy and do your best to set Overhead Door™ up for another century of success.

LOOK FOR THE RED RIBBON™

It's your guarantee that you're getting the best, from the brand that's been setting the standard for more than 100 years.

The Genuine. The Original.



Brand Values

Our brand values are the key characteristics we prioritize as a company. These values should be clearly reflected in everything created for the brand.



TRUST

With more than a century delivering exceptional products and services, Overhead Door™ is a brand you can trust.

Residential Emphasis: LEGACY

As the only manufacturer with a nationwide network of dedicated Overhead Door™ distributors, our legacy is conveniently local.

EXPERTISE

At Overhead Door™, we don't just build great commercial and garage doors, doors, we invented them. We consistently bring excellence to the industry we pioneered.

Commercial Emphasis: PARTNERSHIP

With the widest array of door and dock equipment backed by knowledgeable distributors, we are committed to being your business' Total Solutions Partner.

QUALITY

Our reputation is something we take very seriously. We will never cut corners on the quality of our craftsmanship or service. Providing people and businesses with the very best in at the core of who we are as a brand.

Target Audience

Overhead Door™ Brand has three core audience segments. Speaking to the wants and needs of each individual group establishes brand trust and customer loyalty.

Keeping the brand consistent while addressing each segment individually is the key for making the most of these core relationships to the brand.



HOMEOWNERS

When we speak to **homeowners, we keep it simple.** We focus on what matters most to them - reliable, secure, and aesthetically appealing garage doors that fit their home's needs. We focus on the feelings our products create first and their function second. We understand that homeowners are looking for quick, expert service, and we deliver them solutions with trust and integrity. With Overhead Door™, our customers are not just getting a garage door—they're investing in a legacy of quality, craftsmanship, and peace of mind that will stand the test of time.

COMMERCIAL

When we speak to **commercial customers, we position ourselves as their Total Solutions Partner,** delivering unmatched reliability, performance, and expertise. Our doors are built to withstand frequent use, providing the security and functionality their business depends on. Our dock equipment is designed to improve efficiency, enhance safety, and be easy to maintain—all while being cost-effective. As their trusted partner, we're here to support facility managers and building owners with seamless, long-term solutions that ensure their operations run smoothly with minimal downtime and maintenance.

BUILDER/ARCHITECTS

When we speak to **builders and architects, we get straight to the point** – we offer high-quality doors and docks designed to meet the specific needs of their project. We stick to technical talking points and highlight our model of distributors having a direct line to manufacturing making it easier to work with Overhead Door™ Brand. We also provide the resources and support they need to quickly select the right doors, so they can keep the project moving forward without delays.

Brand Voice

Imagine that the brand is a person with a defined personality and core values. Keep this person in mind each time you write or speak on behalf of the brand and the personality will naturally develop.



TRUST

Think friendly, approachable and honest.

- ✔ Use straightforward language in a conversational but professional manner.

EXPERTISE

Think knowledgeable, creative and innovative.

- ✔ Use confident language that commands ownership of the subject matter.

QUALITY

Think fair, understanding and hard working.

- ✔ Use language that showcases the thought and craftsmanship of our products and services.

Tone

Think about tone as an additional layer you can add to the brand personality as needed. This is where we can incorporate the ideas of legacy and partnership depending on the appropriate audience. Legacy serves as a way to highlight the trust and quality aspects of the brand personality to instill confidence for homeowners. Partnership serves as a way to highlight the expertise and array of equipment and service solutions we bring to building owners, businesses, and national accounts.

- ✔ Do come across as an industry leader.

Don't be a know it all or a showoff.

- ✔ Do explain the ins and outs of products and services.

Don't get into technical details or use industry jargon.

- ✔ Do be a category expert with knowledge to share.

Don't criticize other brands or products.

- ✔ Do reference history and legacy of the brand.

Don't come across as stuck in the past.

How to Treat Copy

Let's break down this language to understand the thought behind the copy.

Discover stylish garage doors that reflect your impeccable taste and complement your family's lifestyle with our tailored solutions.

This copy plays up the idea that customers can **trust** Overhead Door™ to be a great fit for their lifestyle and home.

Say goodbye to ordinary, run-of-the-mill garage door options. Instead, enhance your home's functionality and convenience with the latest, most breathtaking garage doors and openers on the market today.

This copy speaks to **expertise** and craftsmanship and reminds consumers that Overhead Door™ is a market leader.

As more households utilize their garage doors as primary entry points, this entrance has become the new front door of modern homes. Explore our extensive collection of high-quality Overhead Door™ residential garage doors to find the perfect match for your home.

This copy is grounded in the lasting **quality** that Overhead Door™ has been delivering for more than 100 years.

02

BRAND
EQUITY

Brand Equity

USE OF THE OVERHEAD DOOR™ BRAND

Overhead Door™ uses the TM (Trademark) symbol to protect its brand identity while leveraging the widespread recognition of a common industry term.

To maintain our brand equity and prevent commoditization, avoid using “overhead door” as a generic descriptor of the product.

Always use the trademark symbol (™) after “Overhead Door™” to preserve our brand integrity.

OVERHEAD DOOR™ DISTRIBUTOR LOCATIONS

Authorized distributors must use either the trademark (TM) symbol or the service mark (SM) after their approved location name(s). Use of other location names is strictly prohibited.

CORRECT:

- ✓ Overhead Door Company of Eagletown™
- ✓ OVERHEAD DOOR COMPANY OF EAGLETOWNSM
- ✓ Overhead Door Co. of Eagletown™
- ✓ Overhead Door Company of Eagletown,™ Eagleville,™ Eaglevillage™

THE FINE PRINT

All use of trademarks of Overhead Door Corporation by authorized distributors is governed by the executed Distributor Agreement and is subject to all terms and conditions in that Agreement. Only distributors with a current, executed, non-cancelled Distributor Agreement are licensed to use any trademarks of Overhead Door Corporation. Such licensed use may not be transferred by a distributor to a third party.

The Distributor Agreement licenses each distributor the limited right to identify its company with a trade name which includes the words “Overhead Door Company of”, followed by additional (generally geographic) words to identify each distributor more specifically. This name must utilize the full, complete trade name and be in letters of equal size and type throughout the entire name. Use of any additional trade names must be authorized by Overhead Door Corporation.

Our Logo

The Genuine. The Original.



APPROVED USES



BLACK TAG LINE

The Genuine. The Original.



RED RIBBON

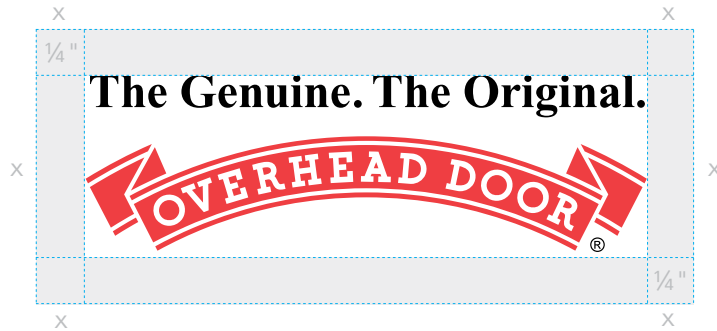
BLACK REGISTERED
TRADEMARK SYMBOL

OVERHEAD DOOR™ RIBBON LOGO

Only three colors are permitted when reproducing the Overhead Door™ brand logo.

Whenever possible, the Overhead Door™ brand logo should be in Ribbon Red with tagline in Ribbon Black. The registered trademark color must match the color of the tagline. If there is no tagline, the color of the registered trademark must match the color of the Ribbon.

Our Logo



LOGO CLEAR SPACE REQUIREMENTS

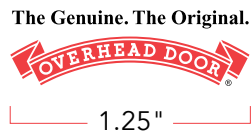
The Overhead Door™ logo must always be surrounded by a “safe zone” or clear space (X), equal to the width of the Red Ribbon. This buffer prevents visual competition with other text or graphics. Never reduce the minimum clear space and ensure that no text or artwork is too close to the logo to avoid any unintended association or modification.

MINIMUM SIZE

The Red Ribbon logo and tagged logo should always be large enough to ensure legibility.

- Minimum printed logo size: 1.25 inches
- Minimum digital (screen) size: 124 pixels
- Minimum embroidery and screen printing: 3 inches in width

MINIMUM PRINTED LOGO SIZE



MINIMUM DIGITAL (SCREEN) SIZE



MINIMUM EMBROIDERY AND SCREEN PRINTING



Our Logo

The Genuine. The Original.



Overhead Door Company of Eagletown™

LOCATION LOCKUP



RED REGISTERED
TRADEMARK SYMBOL

SECONDARY LOGO

You are permitted to add your approved trademark name only and must follow clear space guidelines.

Reach out to coop_coordinator@overheaddoor.com with questions.

Use of the Red Ribbon logo without either of the tag lines is allowed only when printed directly on a product or in cases where space is an issue.

Our Logo

IMPROPER USAGE

Improper usage of the logo devalues our brand equity and reflects poorly on the brand.

The Genuine. The Original.



Do not stretch or distort logo.

The Genuine. The Original.



Do not change logo to unapproved colors.



Do not rotate logo.

The Genuine. The Original.



Do not add a drop shadow to logo.

The Genuine. The Original.



Do not infringe on the ribbon clear space with designs or text under the ribbon arch.



Do not place logo on a photo background that reduces legibility.

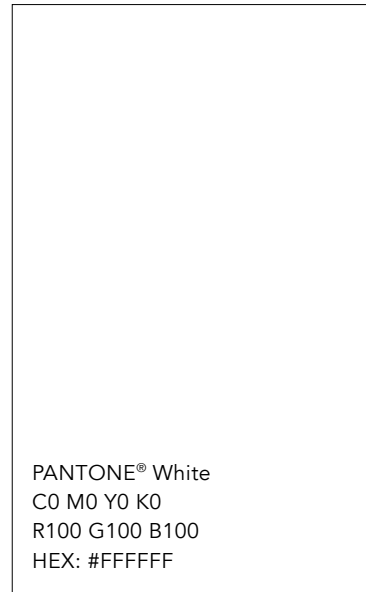
03

STYLE
GUIDE

Core Colors

Color is a strong way to bring a brand to life. In this section, we illustrate how to use this system.

BRAND



Our core brand colors reflect a bold, professional, and timeless look. It is imperative to apply these colors consistently across all platforms to uphold brand cohesion.

SUPPORTING



We can use screens and tints of the main brand colors to support our designs.

How to Use Color

Sophisticated, simple, use Ribbon Red sparingly.

Background: Solid White

Accent Boxes: Ribbon Black, White, Ribbon Red

Accent Designs: Ribbon Red

Emphasized Copy: Ribbon Red

The Genuine. The Original.



Open the door TO TRANSFORMATION.



For a wow factor that delivers both style and substance, Overhead Door™ Thermacore® Collection and Modern Aluminum Collection can instantly elevate your curb appeal with the very best features.

Take a look at all they have to offer

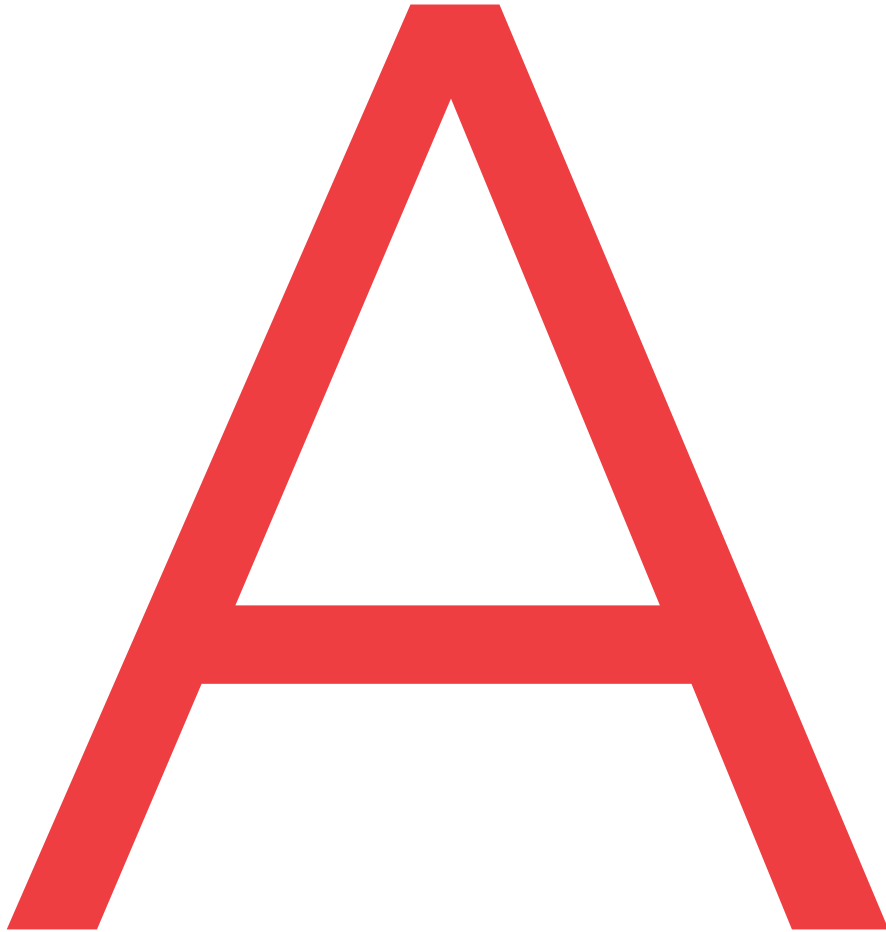
THERMACORE® <ul style="list-style-type: none">• Premium insulation construction• Maximum thermal efficiency• Quality steel construction• The perfect color and finish for your home	MODERN ALUMINUM <ul style="list-style-type: none">• Corrosion resistant aluminum frame• Optional wind Load-rated• Light-filtering glass• Stunning modern design
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For less than a kitchen or a bathroom, a new Overhead Door™ garage door has the power to transform the curb appeal of your home with one simple project.

Typography

Avenir LT Std is a simple, modern font that is used for large callout words and all body copy across commercial and residential.

AVENIR LT STD



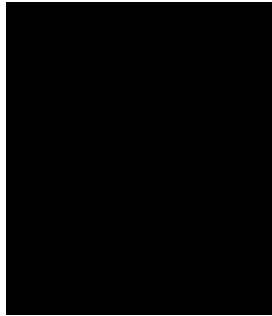
BRAND CORE AND ALL BODY COPY

Avenir Lt Std Light
Avenir Lt Std Oblique
Avenir Lt Std Roman
Avenir Lt Std Oblique
Avenir Lt Std Medium
Avenir Lt Std Medium Oblique
Avenir Lt Std Heavy
Avenir Lt Std Heavy Oblique
Avenir Lt Std Black
Avenir Lt Std Black Oblique

Commercial Colors

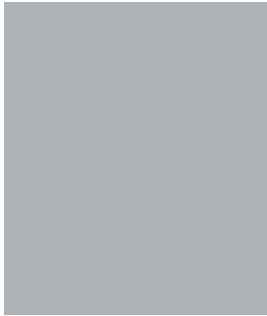
PRIMARY

Ribbon Black



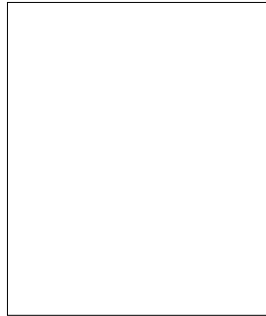
PANTONE® Black
C20 M20 Y20 K100
R0 G0 B0
HEX: #000000

French Gray



PANTONE® 428 C
C33 M24 Y22 K0
R174 G179 B184
HEX: #AEB3B8

White



PANTONE® White
C0 M0 Y0 K0
R100 G100 B100
HEX: #FFFFFF

Ribbon Red



PANTONE® 185
C0 M100 Y76 K0
R224 G0 B52
HEX: #E00034

GRADIENT

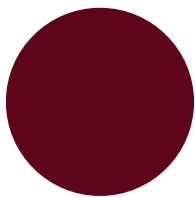


Gray

White

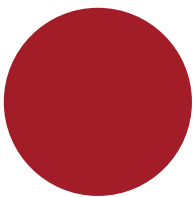
SUPPORTING

Chocolate Cosmos



PANTONE® 188 C
C35 M100 Y78 K55
R95 G5 B26
HEX: #5F051A

Madder



PANTONE® 7621 C
C24 M100 Y91 K18
R163 G29 B40
HEX: #A31D28

HOW TO USE

Our supporting colors—Madder and Chocolate Cosmos—modernize and strengthen the palette for our commercial audience, balancing elegance with durability.

Background: Gradient Gray to White or Solid White

Accent Boxes: White, Ribbon Red, Chocolate Cosmos, Madder

Accent Designs: Ribbon Black or Gradient Ribbon Red to Chocolate Cosmos

Emphasized Copy: Ribbon Black or Ribbon Red

MULTI-FAMILY HOUSING • FOOD & BEVERAGE • GOVERNMENT FACILITIES • MANUFACTURING
HEALTHCARE • RETAIL AUTOMOTIVE • RETAIL SECURITY • WAREHOUSE

The Genuine. The Original.
OVERHEAD DOOR

Open for Business

From rolling doors for retail security to insulated sectional doors for warehouses to high performance doors for healthcare applications, Overhead Door® Brand provides hardworking opening solutions your entire facility can rely on. When you choose Overhead Door® Brand, you are choosing strong, smart solutions uniquely tailored to your industry and needs.

Choosing a commercial or industrial door from Overhead Door® Brand gives your organization access to custom solution for operators, world class accessories, durable dock equipment, as well as services to install, repair and maintain those products so you can rest assure your business is in the best hands.

LEARN MORE AT
overheaddoor.com

Commercial Typography

ROCKWELL



Rockwell is a strong block serif font. We use this font for commercial headlines in print and digital executions.

COMMERCIAL HEADLINES

Rockwell Regular

Rockwell Italic

Rockwell Bold

Rockwell Bold Italic

EXAMPLES:

Open for Business

Rockwell Regular can be used for larger headlines. Avoid using bold for large headlines

Open for Business

Rockwell Bold can be used for smaller headlines

INDUSTRY EXPERTS,
Delivering Total Solutions

A mix of upper and sentence case can be used to add interest to a headline. Keep subheads short and simple, and always in Avenir Std Roman or Medium weights

Overhead Door™ Commercial Garage Doors

Brand Showcase: Commercial

The following examples represent best practices across print.

PRINT AD



Use multiple photos showing our breadth of product where applicable. This works best in print ads, direct mail, signage and flyers.

SIGNAGE

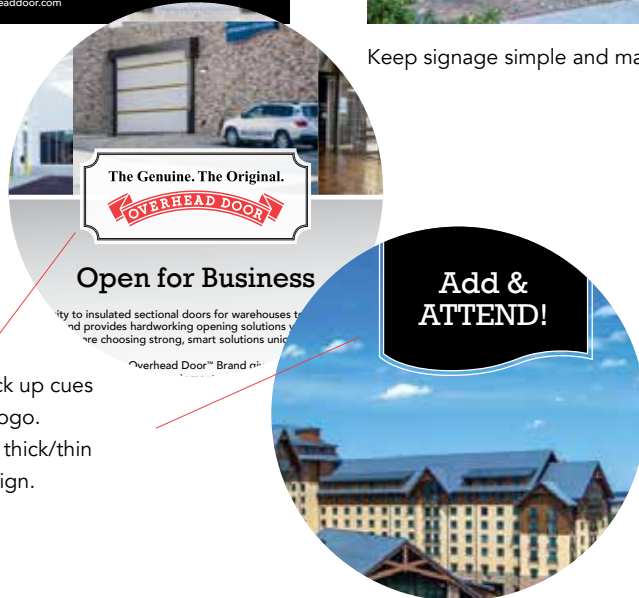


Keep signage simple and make sure logo is always readable.

FLYER



Taking cues from the ribbon logo by adding curved shapes throughout designs strengthens the brand. To elevate designs, use thick to thin borders to help elevate design.



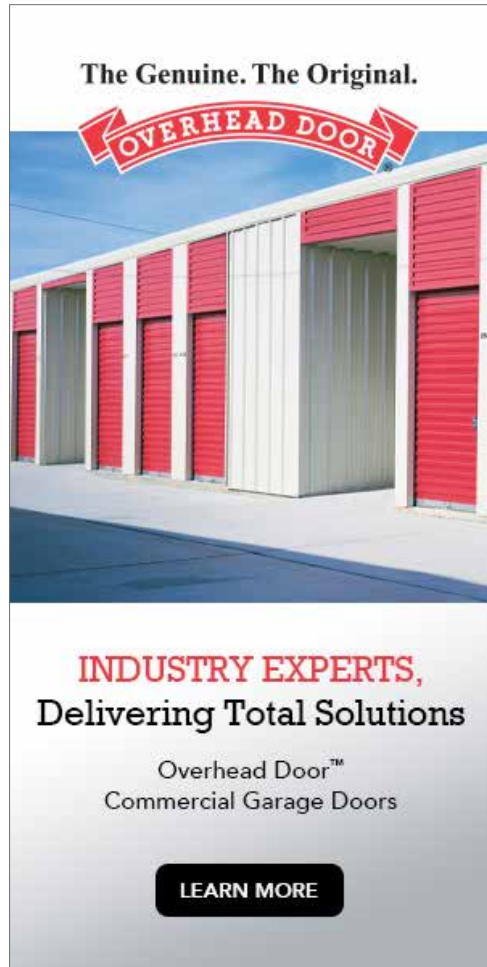
Examples of shapes that pick up cues from the Overhead Door™ logo. Within the shapes, use with thick/thin borders to help elevate design.

Brand Showcase: Commercial

The following examples represent best practices across digital for commercial executions.

DIGITAL

300x600



728x90



320x50



300x250



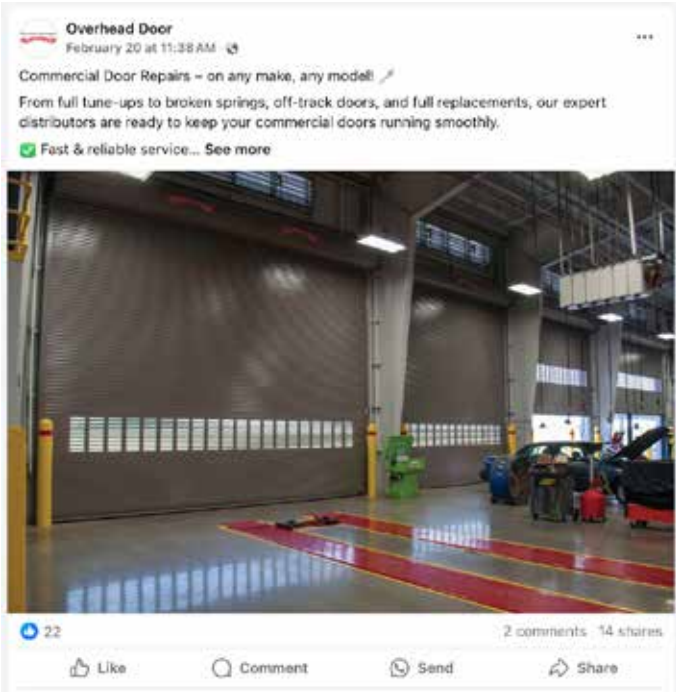
- Using the gradient as a background adds depth and interest to designs
- Use high-quality imagery and keep the layout simple for web executions
- For small banner sizes, use simple text. Stay away from using imagery as it won't be readable.
- Use short, direct CTAs
- Limit the use of red to an accent in headlines

Brand Showcase: Commercial

SOCIAL



PINTEREST

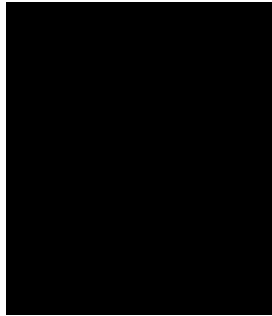


META STATIC POST

Residential Colors

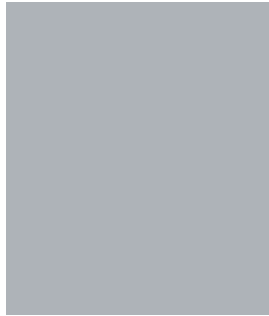
PRIMARY

Ribbon Black



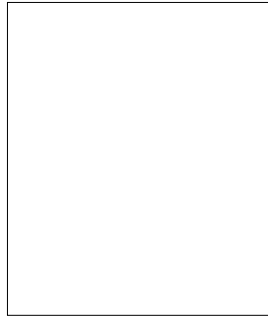
PANTONE® Black
C20 M20 Y20 K100
R0 G0 B0
HEX: #000000

French Gray



PANTONE® 428 C
C33 M24 Y22 K0
R174 G179 B184
HEX: #AEB3B8

White



PANTONE® White
C0 M0 Y0 K0
R100 G100 B100
HEX: #FFFFFF

Ribbon Red



PANTONE® 185
C0 M100 Y76 K0
R224 G0 B52
HEX: #E00034

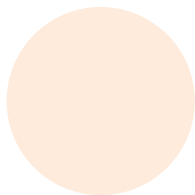
SUPPORTING

Floral White



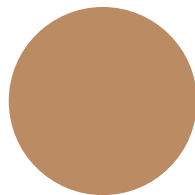
PANTONE® 9081 C
C0 M2 Y5 K0
R255 G251 B242
HEX: #FFFBF2

Champagne Pink



PANTONE®
12-0915 TCX
C0 M8 Y12 K0
R255 G235 B219
HEX: #FFEBDB

Lion



PANTONE® 4645 C
C26 M46 Y66 K4
R187 G139 B100
HEX: #BB8B64

HOW TO USE

While secondary colors—Lion, Champagne, and Floral White—add a touch of warmth and lightness for residential messaging.

Background: Solid White

Accent Boxes: Lion, Champagne, and Floral White

Accent Designs: Ribbon Red or Gradient White to Lion

Emphasized Copy: Ribbon Black or Ribbon Red

The Genuine. The Original.
OVERHEAD DOOR

Open the door to
TRANSFORMATION.



For a wow factor that delivers both style and substance, Overhead Door™ Thermacore® Collection and Modern Aluminum Collection can instantly elevate your curb appeal with the very best features.

— Take a look at all they have to offer —

<p>THERMACORE®</p> <ul style="list-style-type: none"> • Premium insulation construction • Maximum thermal efficiency • Quality steel construction • The perfect color and finish for your home 	<p>MODERN ALUMINUM</p> <ul style="list-style-type: none"> • Corrosion resistant aluminum frame • Optional wind Load-rated • Light-filtering glass • Stunning modern design
---	---

For less than a kitchen or a bathroom, a new Overhead Door™ garage door has the power to transform the curb appeal of your home with one simple project.

Residential Typography

BODONI STD ITALIC



Bodoni Std is a classic, elegant font that is used for our headlines in residential print and web design. We use Bodoni Std Italic as an accent to Bodoni Std Roman.

RESIDENTIAL HEADLINES

Bodoni Std Roman

Bodoni Std Italic

EXAMPLES:

Open the door to
TRANSFORMATION

Use Bodoni Std Italic for softer words and phrases. Indenting text provides a sophisticated look

Use Bodoni Std Roman larger for keywords

GALVANIZED
STEEL makes it
outrageously strong

Mixing font styles adds a touch of beauty and personalization with a modern flair

Residential Typography

Use red sparingly in headline treatments.

Only use white text on dark backgrounds

The Genuine. The Original.


Open the door to
TRANSFORMATION.



For a wow factor that delivers both style and substance, Overhead Door™ Thermacore® Collection and Modern Aluminum Collection can instantly elevate your curb appeal with the very best features.

— Take a look at all they have to offer —

<p>THERMACORE®</p> <ul style="list-style-type: none"> • Premium insulation construction • Maximum thermal efficiency • Quality steel construction • The perfect color and finish for your home 	<p>MODERN ALUMINUM</p> <ul style="list-style-type: none"> • Corrosion resistant aluminum frame • Optional wind Load-rated • Light-filtering glass • Stunning modern design
---	---

For less than a kitchen or a bathroom, a new Overhead Door™ garage door has the power to transform the curb appeal of your home with one simple project.

Use red for small subtitles.

Only use black text on lighter backgrounds

Open the door
TO TRANSFORMATION

For a wow factor that delivers both style and substance, Overhead Door™ Thermacore® Collection and Modern Aluminum Collection can instantly elevate your curb appeal with the very best features.



Take a look at all they have to offer

THERMACORE®

- Premium insulation construction
- Maximum thermal efficiency
- Quality steel construction
- The perfect color and finish for your home

MODERN ALUMINUM

- Corrosion resistant aluminum frame
- Optional wind Load-rated
- Light-filtering glass
- Stunning modern design

For less than a kitchen or a bathroom, a new Overhead Door™ garage door has the power to transform the curb appeal of your home with one simple project.

The Genuine. The Original.


→ overheaddoor.com

Only use white text on darker backgrounds

Brand Showcase: Residential

The following examples represent best practices across print for residential executions.

PRINT AD

Open the door TO TRANSFORMATION

For a wow factor that delivers both style and substance, Overhead Door™ Thermacore® Collection and Modern Aluminum Collection can instantly elevate your curb appeal with the very best features.

Take a look at all they have to offer:

THERMACORE®

- Premium insulation construction
- Maximum thermal efficiency
- Quality steel construction
- The perfect color and finish for your home

MODERN ALUMINUM

- Corrosion resistant aluminum frame
- Optional wind Load-rated
- Light-fitting glass
- Stunning modern design

For less than a kitchen or a bathroom, a new Overhead Door™ garage door has the power to transform the curb appeal of your home with one simple project.

The Genuine. The Original.
OVERHEAD DOOR

→ overheaddoor.com

Taking cues from the ribbon logo by adding curved shapes throughout designs strengthens the brand. To elevate designs, use thick to thin lines as an accent.

Take a look at all they have to offer:

- THERMACORE®**
- Premium insulation construction
 - Maximum thermal efficiency
 - Quality steel construction
 - The perfect color and finish for your home
- MODERN ALUMINUM**
- Corrosion resistant aluminum frame
 - Optional wind Load-rated
 - Light-fitting glass
 - Stunning modern design

Examples of shapes that pick up cues from the Overhead Door™ logo. Within the shapes, use with thick/thin borders to help elevate design. Thinner lines are used to break up copy blocks.

FLYER

The Genuine. The Original.
OVERHEAD DOOR

U-Factor: A More Accurate Measure of Thermal Performance

For years, R-Value has been used to measure the insulation rating of garage doors, but it only accounts for a single section's insulation—not the thermal performance of the entire door. The garage door industry is now shifting to U-Factor, the more consistent and reliable standard for measuring thermal performance.

Unlike R-Value, U-Factor evaluates the entire door assembly—including panels, joints, and seals—to reflect a more consistent way to measure efficiency. Overhead Door™ Brand participates in the DASMA Thermal Performance Verification Program, ensuring that U-Factor values are third-party tested and verified per ANSI/DASMA 105 using solid doors and standardized product sizes.

U-Factor represents the entire garage door assembly and is intended to determine the thermal properties of an installed door.

R-Value represents the thermal property of only the insulation of an individual door section.

	U-FACTOR	R-VALUE
Measures Thermal Performance	✓	✓
Tested Area	Complete Door	One Section
Standardized Testing	✓	✗
Independently Verified	✓	✗
Trusted Results	✓	✗

1-800-929-DOOR | overheaddoor.com

Photography can be faded back to add texture to backgrounds where there's an abundance of white space.

DOOR HANGER

The Genuine. The Original.
OVERHEAD DOOR

Enjoy Summer Savings on the #1 RANKED PROJECT → for return on investment*

UP TO \$250 OFF on Eligible Garage Doors and Operator Bundles.

OFFER VALID 7/17/23-9/15/23

*Based on National Association of Realtors members included. **Cost to Value Study reflects fees actual entry date. Complete data from the Franchise 500® Cost to Value Report can be downloaded at costvalue.com.

Black backgrounds can be used to ground the designs.

DIRECT MAIL

Give your **curb appeal** a boost the neighborhood will envy

The Genuine. The Original.
OVERHEAD DOOR

Overhead Door™ brand portfolio has thermal efficient doors, striking modern doors and so much more. When you want the best for your home, you want the brand with more than 100 years of excellence.

→ overheaddoor.com

Be sure photography is hi res and crisp. Keep copy to a minimum.

Brand Showcase: Residential

The following examples represent best practices across digital for residential executions.

DIGITAL

300x600



728x90



320x50



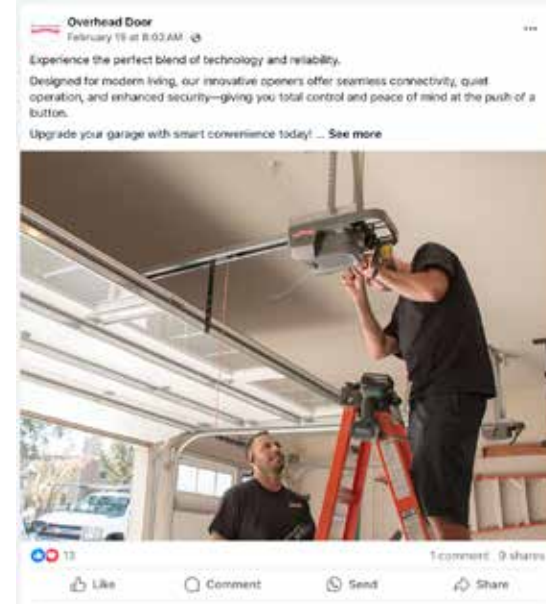
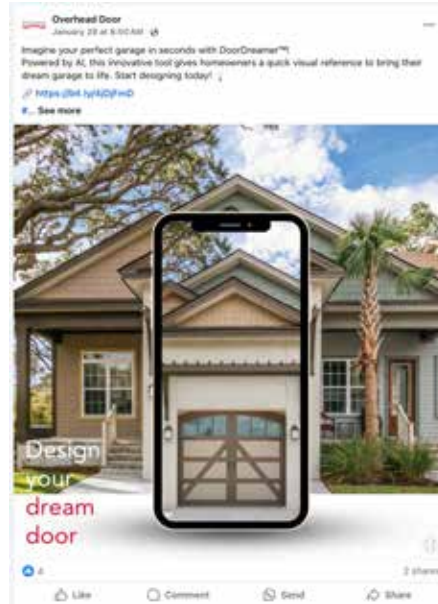
300x250



- Using champagne pink as a background adds warmth and beauty to designs
- Use high-quality imagery and keep the layout simple for web executions
- For small banner sizes, use simple text. Stay away from using imagery as it won't be readable.
- Use short, direct CTAs
- Limit the use of red to an accent in headlines

Brand Showcase: Residential

SOCIAL



META POSTS



PINTEREST CAROUSEL

Imagery

PHOTOGRAPHY

The following are best practices for photography that the brand adheres to unless otherwise approved:

- Print images should always be 300 dpi. Web images should always be 72dpi.
- We do not use heavy filters, blurring, out of focus shots or jarring angles, sunspots, or other stand out elements that distract from the actual image.
- Avoid Stock photos.



Photographs featuring people (like team members), should feel friendly and personal.



Installation & service photos should be tighter, focused shots.



When cropping images, always include all garage doors in the shot if possible.



Photographs featuring people (in situation), should feel candid, it should tell a story and feel like it was captured in the moment. Look for images with diversity for equal representation.



We do not use black and white photography, except when using historical images.

Imagery

RESIDENTIAL GARAGE DOORS



Use low, wide-angle shots that showcase the garage door in context with the entire home.



Low angle positions door as "Hero" and provides dramatic sky/ground



Minimal side angle- as straight-on as possible.



Natural daylight where possible to highlight the door's texture, color, and material. Natural or slightly desaturated colors to avoid misrepresenting door color.



For close-ups or detailed shots, use an eye-level perspective to maintain a natural, inviting feel.



Straight/level to include a little of surrounding house.

Imagery

COMMERCIAL DOORS & DOCKS



Exterior – Straight on, when possible.



Exterior – Slight angle when multiple doors/docks or to get a better view of application (building).



Interior doors - background should emphasize the scale and functionality of the doors, such as warehouse exteriors, docks, and loading areas.



Ensure the image communicates the practical use of the doors, such as loading/unloading.



Show various types of doors and angles in print ads or posters where space allows.



Straight-on as possible with background blurred (bo-que effect)

Illustrations & Design Styles

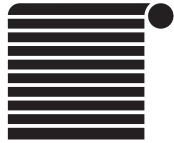
ICONOGRAPHY



Rolling Counter Door



Rolling Fire Door



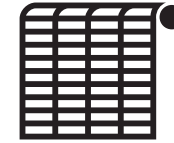
Rolling Security Door



Sectional Steel Door



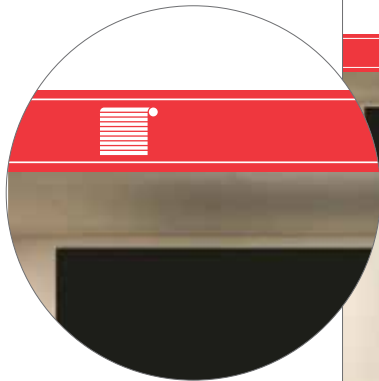
High-Speed Fabric Door



Security Grill Door



Examples of icons being used in collateral



998/999 **RAPIDSHIELD®/ RAPIDVIEW®**
HIGH SPEED METAL DOORS

OVERHEAD DOOR
INDUSTRY LEADING COMMERCIAL & INDUSTRIAL SOLUTIONS

SPEED. DURABILITY. SECURITY.

521S **EVERSERVE®**
SPRINGLESS ALUMINUM FULL VIEW

MAXIMUM LIGHT INFILTRATION AND SPRINGLESS DESIGN

- Innovative springless design within sectional platform
- Springless operation eliminating the need for a counterbalance
- Performance and functionality with minimum maintenance requirements and limited downtime
- 30x standard sectional door with 300,000 cycle life
- Universal components for ease of maintenance
- Floor-level controller for simple access
- Direct drive integrated gear/motor/brake assembly; built-in braking mechanism provides additional peace-of-mind against uncontrolled curtain travel.
- Available for wind load applications using existing Model 521 FBC or TDI approvals. Approvals limited to max height 18'1" and max width 20'2"

OVERHEAD DOOR
INDUSTRY LEADING COMMERCIAL & INDUSTRIAL SOLUTIONS

Examples of icons being used in collateral

The Genuine. The Original.



THANK
YOU!